

# Credit card Customer Report

## Key Metrics Overview

- **Total Revenue:** \$55.3M
- **Total Interest:** \$7.8M
- **Total Income:** \$575.9M
- **Customer Satisfaction Score (CSS):** 3.2

These figures reflect strong revenue generation with a solid interest contribution. The CSS indicates moderate satisfaction, suggesting room for improvement in customer experience.

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## Revenue Trends

- **Weekly Revenue Fluctuations:** Peaks observed in **May 2023 (\$0.8M)** and **July 2023 (\$0.69M)**, while dips are seen in **June** and **December 2023**.
  - Revenue is **seasonal** and requires targeted marketing during off-peak months.
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## Demographic Insights

- **By Age Group:**
  - **Adults** dominate income share with **\$43.99M (79.53%)**.
  - **Seniors** contribute **\$6.72M (12.15%)**.
  - **Young Adults** have the lowest contribution at **\$4.6M (8.31%)**.
- **By Gender:**

- **Males:** \$30.22M revenue
  - **Females:** \$25.09M revenue
  - Insight: Campaigns targeting male customers have slightly higher revenue impact.
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## Customer Segments

- **Top Revenue-Generating Jobs:**
    - **Businessmen:** \$17.39M revenue, \$186.96M income
    - **White-collar:** \$10.11M revenue, \$103.93M income
    - **Self-employed:** \$8.26M revenue, \$75.31M income
  - **Top Income Group:**
    - **High income:** \$22M revenue
    - **Low income:** \$8M revenue
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## Marital Status

- **Married customers** contribute the highest revenue (**\$13M**) and income (**\$15M**).
  - Singles also contribute significantly with a combined **\$23M** in revenue and income.
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## Top Performing States

- **TX, NY, CA, FL, NJ** are the top 5 states in terms of revenue.
    - Highest contributions: **CA and NY (\$7M each)**
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## Dependents

- Customers with **2 and 3 dependents** contribute the most revenue.
- Customers with no dependents have the **lowest** contribution.

## Key Takeaways

- Focus marketing efforts on **Adult male customers in high-income jobs**—especially **businessmen** and **white-collar workers**.
- Consider improving engagement with **female customers, young adults, and low-income groups** to unlock hidden potential.
- Revenue shows stability, but **seasonal peaks** can help optimize campaigns around high-performing months.